

Press Release

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Tianma showcasing wide range of new display products and prototype technologies at CES 2025

Demos include Micro-LED, AMOLED, LTPS, Mini-LED, and smart sensor technologies for the automotive, consumer and industrial market segments

Chino, CA, January 5, 2025 – [Tianma](#), a leading global manufacturer of flat panel displays, is exhibiting a wide variety of new display technologies and solutions at [CES, West Hall Meeting Rooms – W323](#), Las Vegas, Nevada, January 7-10.

Tianma will be showcasing approximately 50 display demonstration units, including new prototypes and recently introduced products. Key markets include mobile phones, automotive displays, IT, professional displays, and wearables.

Extensive Collection of New Automotive Displays

At CES, Tianma will showcase its latest automotive display technologies and solutions, including: InvisiVue™ hidden displays, 3D HUD, Micro-LED, dynamic cold bending flexible OLED, ACRUS, QD Mini LED, and more. Featured in the automotive category will be the sliding OLED display screen and dual-screen multi-curvature integrated black OLED display screen. Jointly created by global technology giants, this display will make an impressive first appearance at the exhibition.

Tianma will also present a new generation of intelligent cockpit display solutions, featuring numerous advanced car display technologies such as IRIS HUD, 3D instrument panel, and hidden intelligent interior technology. These solutions cover various application scenarios, including instrument panel, center console, passenger seat, central armrest, and heads-up display. Embracing the aesthetic concept of 'hidden display,' the screen display seamlessly integrates with the car interior, offering an intelligent, focused, and technologically advanced cockpit interaction experience, setting a new trend in future car cockpit design.

Multi-Form Technological Innovation, Breaking New Ground

Tianma continues to push the boundaries of OLED display technology, having developed a versatile, multi-form folding full-scene simulation platform, facilitating the rapid mass production of both left-right and top-bottom inward-folding products. At CES, Tianma will unveil its G-shaped triple fold screen, which is not only easy to fold and portable but also offers a wider field of view.

Additionally, Tianma will present a range advanced display innovations, including stacked OLED devices (SLOD display technology); EyeFun™ anti-glare / low-reflectivity / anti-fingerprint displays with adaptive gamma correction for reduced eye strain; high-refresh oxide displays; and low-power long-endurance TCON embedded driver panels. These innovations are designed for use in mobile phones, cars, laptops, tablets, and more, delivering a smooth visual experience with long-lasting low-power performance.

Cutting-Edge Display Innovation Debuts, Leading the Future

At CES, Tianma will spotlight its Micro-LED transparent display solutions, groundbreaking 3D display products, and other technological innovations to deliver unparalleled visual experiences. In the realm of 3D displays, Tianma will introduce the industry's first LCD prism technology, enabling a 2D/3D switchable function in car instrument screens, as well as the first light field 3D HUD. These advancements highlight Tianma's innovative breakthroughs and R&D achievements in cutting-edge display technologies.

Practicing Green Concepts, Building a Sustainable Future

While advancing technological innovation, Tianma remains committed to green principles and actively promotes the development of low-carbon technologies. This includes Mini-LED backlight technology that reduces power consumption, SLOD technology that is both efficient and energy-saving, and intelligent automotive interior technology with thinner modules.

Throughout the entire lifecycle of product design, production, use and disposal, Tianma implements green and low-carbon management techniques and evaluates product carbon footprints. Guided by the vision of "creating brilliant horizons with zero carbon and digital intelligence," Tianma released the "Carbon Neutrality White Paper," outlining the "1+2+8" carbon neutrality plan and collaborating with global partners to create a greener and more sustainable future.

More information about the innovative new display solutions being displayed by Tianma will be available at [West Hall Meeting Rooms – W323](#), at [CES](#).

Additional information can be found at usa.tianma.com.

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About Tianma America, Inc.

Tianma America (TMA) is the leading provider of small- to medium-size display solutions to the Americas market utilizing advanced technologies and manufacturing resources of the Tianma Group Companies, which includes R&D and manufacturing locations in Chengdu, Wuhan, Xiamen, Wuhu, Shenzhen and Shanghai China. Tianma America technologies can be found in automotive cockpit and rear seat entertainment devices, smartphones, tablet PCs, industrial and medical instrumentation, wearables, home automation, household appliances, and office equipment. Additional applications include test and measurement systems, instrumentation equipment, point-of-sale and ATM systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Tianma America's technology portfolio comprises: Micro-LED; a-Si, LTPS and Oxide-TFT LCD; rigid, flexible and transparent AM-OLED; 3D, PCAP and In-cell/On-cell integrated touch. With a network of best-in-class distributors and value-added partners, Tianma America provides complete display module solutions for a broad base of customers and applications. For more information, visit us at usa.tianma.com or connect with us on [LinkedIn](#).

The content in this press release, including, but not limited to, product prices and specifications, is based on the information as of the date indicated on the document, but may be subject to change without prior notice.

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